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ANNEX
Speak Your Mind (SYM) is the first ever multi-country, nationally-driven, globally-united campaign designed to catalyse greater action on mental health. The campaign is supporting people around the world to speak their mind to global leaders and join the fight for mental health for all.

The campaign was developed and launched in mid-2019 but has quickly spread far and wide. It is currently active in 15 countries: Argentina, Australia, Ghana, India, Indonesia, Kenya, Liberia, Nepal, Nigeria, Sierra Leone, South Africa, Tonga, US, UK and New Zealand, and is powered by United for Global Mental Health, with the generous support of a number of global partners including our Title Partner, HSBC.
Speak Your Mind is calling for greater investment, empowerment, and education to improve mental health, nationally and globally. It is achieving this by raising the voice of people with lived experience to be included in decision-making and reframing mental health as a critical issue at local and international levels. Speak Your Mind is already having a tangible impact on global health policies and campaigners are driving legislative change at a national level. In a short time, the action campaigners have taken on mental health has driven real change - change that stands to serve the millions of people around the world who desperately need better mental health care.

ON THE NATIONAL LEVEL
The past year was a testament to the strength of the Speak Your Mind capacity building model, which centred on workshops, regular calls and webinars. This was clear in Sierra Leone, where the SYM workshop and follow-up from the Mental Health Coalition contributed to the Ministry of Health and Sanitation launching a Mental Health Policy and Strategic Plan (and committing to reform the 1902 Lunacy Act); Tonga, where thanks to campaigning by the Speak Your Mind Tonga lead, the percentage of funding allocated to mental health was tripled; Nigeria, where SYM campaign partners managed to achieve the outlawing of a pesticide that was one of the leading means of carrying out suicide in the country; and Liberia, where the first-ever mental health-specific budget line has been agreed.

In a survey conducted across all 15 SYM countries, all reported being part of a global movement for mental health as one of the most helpful aspects of participating in Speak Your Mind.

ON THE GLOBAL LEVEL
A global milestone for Speak Your Mind was at the World Health Assembly where the first World Health Organization (WHO) Mental Health Technical Briefing was held and mental health was mentioned in 20 official speeches, nine of which were by global health officials and ministers and three from SYM countries. SYM featured at Walk the Talk and was presented there by country campaigners alongside global advocates including Director General of the WHO, Dr Tedros and Cynthia Germanotta, newly appointed WHO Goodwill Ambassador for Mental Health, amongst others.

The Speak Your Mind campaign launch at the UN General Assembly (UNGA) was attended by SYM campaigners, the Queen of Belgium, the UN Deputy Secretary General, the President of the General Assembly, the Director General of the ICRC, the WHO Director General and more, all speaking to the notion that there is “no health without mental health”. At the annual Bill and Melinda Gates Foundation’s Goalkeepers event, mental health was announced as an Accelerator for the first time, covering three key areas of progress in global mental health. This also included the launch of a new global partnership with HSBC and SYM;
the partnership announcement and social media campaign leading to World Mental Health Day reached 63.8 million externally on HSBC social channels.

At UNGA, with support from mental health advocate, Zak Williams, we launched **Speak Your Mind Voice petition**, which encourages everyone to speak their mind for #40seconds and tell their governments why they need to take action on mental health.

For **World Mental Health Day**, we also received support from world leaders, including the Secretary General of the UN, **António Guterres**; the Prime Minister of New Zealand, Jacinda Ardern and other senior public figures such as the Director General and Secretary General of Red Cross and Crescent Movement, Elhadj As Sy; Executive Director of UNICEF, Henrietta Fore; Secretary General of World YMCA, Carlos Sanvee, as well as author and comedian Stephen Fry and the cast of Emmy Award-winning musical, Dear Evan Hansen. They each “spoke their mind” for mental health in a #40second video, helping us put mental health on the international stage.

To watch the video, please click [here](#).

World Mental Health Day celebrations continued with the opening of the **Museum of Lost & Found Potential** in London. The Museum shows the potential that is lost to people, communities, families and businesses when people do not have access to mental health support and the potential that is gained when they do, garnering international media coverage. Powerful speeches from author and campaigner Scarlett Curtis along with HSBC’s Global Private Banking CEO Antonio Simoes opened the Museum which shared objects that represented what had been lost and found by people from 16 countries, including SYM campaigners and HSBC employees Graham from Scotland and Allison from Canada were thoughtfully distributed throughout the Museum.

In February 2020, Speak Your Mind partners from all around the world will be gathering in Kenya to review its first year, and collaboratively design objectives and plans for the years ahead. UnitedGMH is working towards a world where everyone, everywhere has someone to turn to when their mental health needs support.

Our ambition is that in 10 years time, people can look back and see significant shifts in the way people think, feel, behave and act on mental health - nationally and globally.

We hope you will join us in 2020 to make this global movement for change even stronger!
The World Health Organization (WHO) estimates that 400 to 500 million people worldwide are now living with a mental health condition. Despite this, the quality and level of access to mental health care is inadequate across all countries. In low- and middle-income countries (LMICs), access to mental health care is especially limited.

In LMICs, more than 75% of people affected by mental ill health do not receive treatment.

Mental health conditions are estimated to cost the global economy US$ 16 trillion from 2010 to 2030, and also threaten progress in meeting the Sustainable Development Goals (SDGs). Despite this huge cost to society, less than 2% of national health budgets are spent on mental health and less than 1% of international development assistance for health is spent on mental health.

There is a broad consensus amongst the global mental health expert community about what needs to be reformed and what needs to be funded.

What is missing, however, is the political will and financial commitment needed to prioritise and scale up the interventions that work. This is where the Speak Your Mind campaign comes in.

Speak Your Mind takes up the call for catalysing government action on mental health services nationally and globally. We believe the best way forward is to ensure people with lived experience - who are those best equipped to understand what works and what doesn’t on mental health in their contexts - are no longer excluded from key decision-making processes. People with lived experience must be an integral and indispensable part of the conversation, informing every aspect of how mental health is managed within communities, health services and governments. For further information regarding the global burden of mental health conditions, please see Annex A.
In November 2018, we at United for Global Mental Health (UnitedGMH), set out to look for country partners to join a global mental health campaign. This campaign would be unlike any other: co-designed from the bottom up, nationally-led and globally-united. The campaign would not focus on anti-stigma, but instead, drive action towards policy and legislative change and increased political and financial commitment to mental health, through public mobilisation and advocacy.

Reaching out to our partners and advisors from around the world, we were able to identify some of the impactful organisations and their leaders who would become the SYM campaigners, the change-makers who would galvanise civil society to call on their leaders to invest more in mental health.

Many emails, Skype calls, and countless messages later, 29 organisations from 14 countries stood ready to commit to leading the mental health campaign in their country.
In January 2019, 42 campaigners, 10 creative experts, and 23 global strategic partners met in Johannesburg, South Africa to co-design and establish a campaign that is global, driven at the country level, and united in solidarity.

Out of the meeting came a powerful, multi-country campaign with a shared vision to amplify and accelerate advocacy on mental health. We are proud of having developed ways of working which protect the independence and the unique character, position, and approach of each of our country partners.

Occupying a hands-off but supportive role position with regard to our campaign partners has allowed them to progress at their own pace.

This approach is unique to Speak Your Mind, and we have exercised vigilant efforts to ensure we maintain our identity as a convenor and catalyst of bottom-up, grassroots-led campaigning.

Below we have outlined a brief summary of the meeting, see here for a full report.
Each country team present in the meeting developed their own national campaign objectives and began to map out their plan for 2019. Through identifying commonalities amongst each country, we were able to collaboratively design the campaign's overall objectives.

1. INVESTMENT - INCREASED LEVELS OF FUNDING:
   Increased mental health budgets to at least 5% of health budgets for low and middle income countries (LMICs), 10% of health budgets for high-income countries (HICs), and foreign aid increases, ensuring appropriate allocation of funds.

2. EMPOWERMENT - INCLUSIVE SYSTEMS:
   To deliver more effective, people-centered, and rights-based systems which result in better mental health. These systematic changes include legislative change, policy reform, realisation of human rights, integration of mental health into other priority areas and programmes, budgeting decisions or shifts in the local and national processes for decision making.

3. EDUCATION - GOVERNMENT LED CHANGE IN AWARENESS ON MENTAL HEALTH:
   Change in how public perceive and understand mental health through government-led public awareness campaigns. These are to be co-produced with those with lived experience of mental health.

WE WILL ACHIEVE THESE OBJECTIVES THROUGH:

- Uniting civil society to work together on achieving more and better government action on mental health, using their voices to drive this change
- Reframing mental health as an important issue at the national and global levels to achieve more and better government action by the end of 2021

AT COUNTRY-LEVEL, CAMPAIGNERS COMMITTED TO:

- Build and deliver national campaign plans to raise the profile of mental health and increase political and financial commitment from decision-makers in their country
- Secure country lead partners and supporters
- Align and participate in global moments of the campaign where possible

AT THE GLOBAL LEVEL, UNITEDGMH COMMITTED TO SUPPORT SYM BY:

- Building and delivering a global campaign plan to raise the profile of mental health globally and increase funding
- Including and profiling national campaign work and progress at the global level
- Supporting delivery of national campaigns with information and tools

With the help of creative agencies from Ghana, Nigeria, Kenya, South Africa, India, US and the UK, we were able to all align on a name for the mental health advocacy campaign: Speak Your Mind. The concept of “Speak Your Mind” was derived because the world is not paying attention to one of humanity’s most important health crises. We need our governments and leaders to take action - and we needed a rallying cry that represents the voices of millions of people living with mental health conditions everyday. A call for everyone to speak up, and bring the issue to the forefront of the public agenda.

Amongst the many ideas for activation presented, one stood out to all: the Museum of Lost Potential (subsequently called the Museum of Lost & Found Potential). The exhibition would tell the stories of people from around the world with lived experience, revealing the potential that is lost when mental health is neglected and services are inaccessible, but also the potential that is found when people receive the support they need.

The idea of this exhibition would then be brought to life on World Mental Health Day.

At the end of the three-day planning meeting, a major announcement was made: Comic Relief opened a new pooled fund specifically for Speak Your Mind country teams and their campaigning work.

This was the first major funding commitment for Speak Your Mind campaigners. Comic Relief generously announced a grant of £300,000, and UnitedGMH invited others to join and expand on this effort. We are working to give every one of our Speak Your Mind campaign partners across the world the resources they need: funding to campaign for mental health for all - both nationally and globally.

We would like to acknowledge and thank our Speak Your Mind partners at the South African Federation for Mental Health for expertly co-hosting this successful meeting.
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### RECAP: OVERALL OUTCOMES FROM THE JOHANNESBURG CAMPAIGN PLANNING MEETING

#### STRATEGY
- New national campaign plans are in place
- Agreement on the global themes and objectives

#### CAPACITY
- Overall delegates felt more confident going forward
- All want ongoing support

#### MOMENTS
- Agreement on the key global moments to come together
- WHA, Mental Health Day and UNGA

#### WAYS OF WORKING
- Agreement on roles, partnerships, structure and principles for how we work together

#### FUNDING
- A new pooled fund for campaigning (Comic Relief £300,000)

#### CREATIVE
- Agreement on name for campaign, ‘Speak Your Mind’ and idea for the “Museum of Lost Potential
- An outline creative strategy and timeline

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WORLD HEALTH ASSEMBLY: SOFT LAUNCH OF SPEAK YOUR MIND
The 72nd session of the World Health Assembly (WHA) took place from the 20-28th May 2019. Throughout the session, the WHO’s Director-General, Dr. Tedros Adhanom Ghebreyesus, repeatedly emphasised, that “there is no health without mental health” as he called on global health’s most influential people to take action to tackle this “silent killer”. It was in the spirit of this call-to-arms that the Speak Your Mind campaign was soft-launched during the WHA.
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Speak Your Mind campaigners from Nigeria (Anto Lecky, influencer and Korede Bello, pop-star), Ghana (Peter Yaro, BasicNeeds), Liberia (Rev. Bill Jallah, Cultivation for Users Hope), India (Neha Kirpal, entrepreneur), and Tonga (Leo Hoponoa, Tongan Mental Health and Disabilities Association) had the opportunity to meet key policymakers from their respective countries, participate in interviews, engage different audiences through social media, and network with influential leaders.

Peter Yaro spoke eloquently on behalf of civil society and about Speak Your Mind alongside Dr. Tedros and the Queen of Belgium at the first-ever technical briefing on mental health, organised by the WHO. Clearly, more attention was brought to mental health at this year’s WHA; furthermore a resolution was passed to extend the WHO Comprehensive Mental Health Action Plan to 2030.

The “Walk the Talk: The Health for All Challenge” was a successful event with over 5000 members of the public in attendance, and speeches from the First Lady of Kenya, Margaret Kenyatta, marathon runners Mary Keitany and Tadesse Abraham, and the Director General of the WHO, Dr Tedros Adhanom. President and Co-Founder of Born This Way Foundation, Cynthia Germanotta, introduced the Speak Your Mind campaign to the public, followed by an original poem by Korede Bello (Speak Your Mind Nigerian ambassador), as well as an energetic performance of some of his chart topping hits.

The campaign launch celebrations continued with an evening reception. Cynthia Germanotta hosted the speeches which included stories from some of the campaigners: Nigerian social media influencer, Anto Lecky (representing Mentally Aware Nigeria), Rev Bill Jallah, from Cultivation for Users Hope, Liberia; and Leonaitasi Hoponoa from the Tongan Mental Health and Disabilities Association. Leo shared his campaign successes so far, having managed to increase the mental health budget in Tonga from 0.87% to 2.87% of the national health budget. Dr Tedros made a heartfelt address in support of action on mental health. Carlos Sanvee, Secretary General of the YMCA also spoke, and pledged his organisations’ allegiance to the campaign.

We were delighted to have the support of Fondation d’Harcourt, a long running supporter of global mental health, in support of all these activities in Geneva. Overall, mental health was raised up the global health agenda with the first WHO mental health technical briefing and it being mentioning in 20 official speeches. Nine of these speeches were by global health officials and ministers, three from Speak Your Mind countries. The campaign secured 1,000+ new followers on a range of platforms.

A more detailed report of the campaign launch and our successes from WHA, can be found in the following presentation and video.
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Thanks to the support of Comic Relief, UnitedGMH was able to conduct five capacity-strengthening workshops at country-level. These workshops served the purpose to support further campaign development on the ground.

**EACH WORKSHOP WAS TAILORED TOWARDS COUNTRY NEEDS, WITH AN OVERALL FOCUS ON ACHIEVING THE FOLLOWING OUTCOMES:**

- Strengthen capacity and skills to lead campaigns for mental health
- Refine campaign strategies and tactics for advocacy and public action
- Learn from each other and build relationships for international collaboration
- Develop next steps to mobilise coalitions and supporters to take action

We are grateful for the active participation of people with lived experience, as well as leaders from many communities and organisations in each of these national workshops for all their work and planning.

For further details on each country workshop, please see Annex B.
This section outlines the activities and progress of each Speak Your Mind country campaign.

In response to outdated mental health facilities being shut down but not replaced, the Argentinian team are arranging housing for service users, within a broader focus on social inclusion. They are also speaking with the government and aim to facilitate a more public conversation in 2020. Together with their partners, Asamblea de Usuarios por Nuestros Derechos and Proyecto Suma, they successfully organised a Latin America meeting on mental health and human rights in Rosario, Argentina in September 2019.

Australian campaigners, Australians for Mental Health (AFMH), seek to mobilise the 4 million people with lived experience, and their families and friends to speak up and make mental health a national political and funding priority. In doing so, the campaign will help achieve equality between mental ill health and physical ill health. By building a grassroots movement, they are calling on governments to fix a broken system and in doing so ensure quality mental health care is available when and for as long as needed in all communities across Australia. This includes amplifying the voices of Aboriginal community-controlled organisations to develop culturally appropriate services for Aboriginal and Torres Strait Islander Australians.

Campaigners in Ghana, led by BasicNeeds, are working to enhance public knowledge and awareness on mental health across the 16 capital towns of the country, and amplify the voice of hundreds of mental health service users and carers advocating for their needs and rights. They are mobilising civil society to call for government financing and implementation of the Legislative Instrument of the Mental Health Law (Act 846, 2012).

The India campaign, led by Sangath and Mariwala Health Initiative, is working hard to create an accessible, context-specific mental health digital toolkit for community engagement and awareness raising. They are training and empowering lived experience advocates to amplify their voices and share stories to reduce stigma around mental ill-health. They are advocating for the implementation of the Mental Health Act and for all Indian states to increase funding for mental health services.

Campaigners in Indonesia aim to create a more socially inclusive society, focusing on increasing mental health awareness, especially amongst youth. They are working with people with lived experience, media organisations, and influencers to spread campaign messages build a team of advocates from Aceh, to Jakarta, to Yogyarta. Led by YAKKUM Rehabilitation Center and CBM Indonesia, they seek to improve the availability of mental health data and strengthen alternative mental health systems to achieve mental health for all Indonesians.

Guiding vital legislation, the Kenya campaign team is moving to ensure the UN Convention of Rights for Persons with Disabilities is treated as a key reference point in the reform of the Mental Health Bill. The country has recently seen an increase in government engagement in the topic, with cross-ministerial mental health training and panel sessions on a range of mental health issues. The President has also proven his interest by making a new directive to ensure that Kenya has better mental health support systems. Campaigners, led by Users and Survivors of Psychiatry Kenya and United Disabled Persons of Kenya, are constantly working to ensure the rights of people with psychosocial disabilities are protected.
following their participation in the WHO Quality Rights Training, they are helping to lead the assessments of mental health facilities.

Liberian campaigners have successfully advocated for a first-ever specific line in the country’s overall health budget devoted to mental health.

In August, Cultivation for Users’ Hope mobilised 300+ service users and their families, friends, and supporters to march on parliament, delivering a petition calling for public mental health funding. Increasing their media engagement, campaigners organised a series of talk shows to ensure the voices of those with lived mental health experience are heard. This is having an impact on the public’s understanding of mental health and will also attract government attention.

As suicide is the leading cause of death amongst Nepalese women aged 15-49, campaigners in the country are advocating for a national suicide prevention strategy and immediate action plan to address this issue. Adapting to the challenges of a recently decentralised government, campaigners have met with 15 local governments to ensure mental health is prioritised and funding is increased for communities across Nepal, and will continue their engagement at the provincial and federal levels as well. KOSHISH, TPO Nepal, and Women’s Group for Disability Rights are actively collaborating to empower people with psychosocial disabilities to advocate for improved services, equal rights, and humane treatment. In this regard, they are currently fighting for the right to vote for people with psychosocial disabilities in the Supreme Court.

The New Zealand government has recently allocated NZ$1.9 billion to mental health over five years in its first ever well-being budget. Campaigners are now working on how best to spend that. Their vision is to have collaborative system change, reduced stigma, reduced suicide rates, counselling in all schools, employee assistance programmes in all workplaces, and early intervention. Voices of Hope has been leading the way, engaging people with lived experience, government, and the media to make their vision a reality.

In Nigeria, campaigners took to the streets of several major towns and cities. Through their local networks, more than one thousand seven hundred young people came out to march for better mental health including Nigerian pop star Kodore Bello and Celebrity influencer Anto Lecky. Speak Your Mind campaigner Victor and his organization Mentally Aware Nigeria Initiative (MANI) have been calling for the banning of the dangerous pesticide Sniper which has been implicated in the majority of reported suicides, and with sustained digital campaigning the pesticide has now been banned. MANI is also leading on the setup of a new mental health coalition in Nigeria in partnership with other mental health organizations including advocacy leaders,

Mandate Health Empowerment Initiative (MHEI). They are using the Speak Your Mind campaign as the focus to ensure that the coalition has a clear purpose.

In Sierra Leone, the Speak Your Mind team led by the Mental Health Coalition has travelled far and wide, convening civil society to help push mental health higher up the national agenda. They have already seen great progress with the recent launch of the country’s Mental Health Policy and Strategic Plan. The Ministry of Health and Sanitation is also committed to revising the National Mental Health Act (Lunacy Act, 1902) in 2020 and to increase funding for mental health. Mental health trained nurses are now officially being recognised for their skills, showing increasing government prioritisation of mental health. In addition to forging alliances and influencing, campaigners are progressively moving at national level, convening civil society to help them push mental health higher up the government’s agenda.

The South Africa campaign aims to strengthen the partnership between the government and civil society for the implementation of improved mental health services, including increased funding and periodic studies. Through engaging events and activities at universities, festivals and other public forums, campaigners are working on increasing awareness of mental health amongst the general public. The South African Federation for Mental Health (SAFMH), in conjunction with the South African Depression and Anxiety Group (SADAG) and the Regional Psychosocial Support Initiative (REPSSI), hosted a soft launch to begin garnering support for the campaign whilst also gaining input from people for different societal stratas.

Speak Your Mind advocates in Tonga cast a positive vision of mental health as a river of hope, with all people and communities in the Kingdom moving forward on mental health. They have already made significant strides towards this vision, with the recent development of their first-ever National Mental Health Policy and integration of mental health as a key aspect of the National Youth Policy.

The Tongan Mental Health and Disabilities Association advocated to secure a three-fold increase in clinical funding and are seeking additional support to create a Foundation for Mental Health promotion. Other activities include radio shows, TV programmes, community outreach and poetry workshops during visits to schools.

Mind UK is working on Speak Your Mind to bring together English, Welsh and Scottish partners to collectively map out a campaign strategy. Anything but short-term in their approach, the team’s energies are going into holding the government accountable for delivering on the promises of the 10-year NHS Long Term Plan for mental health.

With all eyes on the 2020 elections, the US campaign team is focused on how to get mental health on the political agenda. The Well Being Trust, the Carter Center, and Born This Way Foundation will soon come together to craft a campaign strategy, which reflects the diversity of the country, adapting their approach from state to state.
In January 2019, the Speak Your Mind campaign was just an inspiring idea - thanks to skilled leadership from Global & Collective facilitating a powerful workshop with hundreds of campaigners and partners, we were able to start an exciting journey to bring the campaign to life across 15 countries.

Making the campaign a reality and setting in motion global and national efforts influencing governments to invest in greater action on mental health would not have been possible without the support of our global strategic partners.
We’re working with Speak Your Mind because we want to reduce stigma around mental health and encourage a more open dialogue, especially in the communities the bank serves. We believe that workplace well-being is a critical part of this, and so we want to listen, learn and share our findings with other employers as we go.”

- Noel Quinn, HSBC Group Chief Executive

died by suicide, John and Sophia Hall, supported the museum through this gift from the Korum for Kids Foundation established by her parents. Speak Your Mind dedicated the exhibition in her honour.

**BORN THIS WAY FOUNDATION**
The Born This Way Foundation has been a Convening Partner for United for Global Mental Health and the Speak Your Mind campaign from inception. Together we have worked to create the Speak Your Mind campaign, and Founder and CEO of the Born This Way Foundation, Cynthia Germanotta supported Speak Your Mind online and at events across the year; these included the World Health Assembly in Geneva and at the UN General Assembly in New York. In her new role as WHO Goodwill Ambassador for mental health, Cynthia Germanotta continues to raise the issue up the political agenda.

**CBM**
Using decades of expertise working at the frontline of mental health care across a number of continents, CBM helped to introduce UnitedGMH to the founding national partners of the campaign who have led such inspiring action at both a global and local level.

**YMCA**
World YMCA has supported the Speak Your Mind campaign across 2019, including support from Secretary General Carlos Sanvee encouraging the millions of young people in YMCA’s network to support the campaign’s global advocacy efforts, in particular the global voice petition. The Secretary General also spoke passionately at both the WHA launch event and the UN General Assembly about the desire amongst young people to take action on mental health.

**NEXUS**
Through its global events and, in particular, its regional gatherings on World Mental Health Day, Nexus has engaged its membership with Speak Your Mind messaging and encouraged action at both a global and local level.

**GLOBAL PEER SUPPORT NETWORK**
People with lived experience of mental health are at the forefront of the Speak Your Mind campaign and Global Peer Support Network has been an invaluable partner connecting us with people who have experienced mental health first hand so that their opinions are heard by those in the corridors of power.

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**HSBC**
In 2019 we were thrilled to announce that HSBC Global, one of the world’s leading banks, joined as Title Partner of the Speak Your Mind campaign. The partnership marks the latest step in HSBC’s increasing focus on mental health in recent years and our activity together resulted in one of HSBC’s most successful campaigns ever on global channels.

HSBC have brought together colleagues with lived experiences of mental ill health and a coalition of HSBC senior leaders from across the world to raise awareness of the issues and encourage a more open dialogue in partnership with Speak Your Mind.

They also launched a global mental health education programme at the Bill and Melinda Gates Foundation’s Goalkeepers event, which will be accessible to their 238,000 employees, across 65 markets, in an ambitious move to open up the conversation about mental health in the workplace.

The programme has grown out of a conversation started by its employees, who said they want to be able to talk more openly about mental health and is aimed at helping employees identify signs of poor mental health, and equipping them with the information and tools to help other colleagues where necessary.

**comic relief**
As mentioned previously, Comic Relief kick-started with a £300,000 investment to provide the campaigns in LMICs with the seed funds they require to start their campaigns to achieve national change.

The pooled fund invests in local partners to lead their campaigns and encourages them to seek additional funding

themselves for their own strategies ensuring autonomy and sustainability. Campaign partners who meet the criteria are eligible to apply for a sum of up to £30,000 (spread over 12 or 24 months) from the pooled fund to deliver their locally rooted campaigns focusing on achieving increased government action in their countries.

In addition, they are continuing their support with further funding and involvement in initiatives.

**edelman intelligence**
Provided pro-bono media monitoring and insights globally for the campaign, allowing us to track and analyse the profile of the campaign across the world.

**korum for kids foundation**
A generous donation from the Korum for Kids Foundation supported the Speak Your Mind campaign in 2019, including supporting the launch of the Museum of Lost & Found Potential in London. The parents of a young woman who...
On 23rd September, the Speak Your Mind campaign was publicly launched at the Sustainable Development Goals media zone at the United Nations General Assembly (UNGA). The “Mental Health for All” event celebrated leaders in mental health and Universal Health Coverage and launched the Speak Your Mind global voice petition.
A number of distinguished guests attended and spoke at the event including the Queen of Belgium and the Deputy Secretary General of the United Nations. The Deputy Secretary General of the United Nations, Amina J. Mohammed, delivered a powerful challenge to all nations in her rallying cry during the event. It was a pivotal moment in driving mental health up the global agenda. Progress was celebrated, but also highlighted that there is so much more to be done.

The High-Level Meeting on Universal Health Coverage (UHC) was one of the five summits at the UNGA attended by government leaders to develop plans for how people across the world, regardless of their situation, can access vital healthcare.

At the UN event, Jazz previewed a trailer to an upcoming major film release documenting her work as a suicide prevention campaigner in New Zealand and spoke about her experience of surviving multiple suicide attempts and how she is now working to save lives. Jazz is driving meaningful change in her country, which has one of the highest youth suicide rates in the world. This is why the Speak Your Mind campaign puts those with lived experience in the foreground.

In addition to Jazz and Victor, SYM campaigners from Sierra Leone, India, Kenya, and Tonga along with mental health ambassadors from HSBC also traveled to NYC to participate in this event along with other UNGA side events. In a survey conducted to gather and assess feedback in order to improve UnitedGMH’s support and engagement for SYM countries, 86% of campaigners who attended the SYM global moments (including WHA and the UNGA) stated they were able to make meaningful connections and felt that these high-level events were relevant to their national campaigns.

You can watch the event [here](#) on the UN’s website.
40 SECONDS OF ACTION
On World Suicide Prevention Day (10th September) the WHO, The World Federation for Mental Health, and International Association for Suicide Prevention launched a campaign calling for everyone to take 40 seconds of action to support their own or someone else’s mental health. This campaign ran for the month between World Suicide Prevention Day and World Mental Health Day (10th September and 10th October).

The Speak Your Mind campaign adapted this call to action, calling on the public to speak truth to power in a 40 second video. The 40 second voice petition aims to activate citizens to call on their government to take more action on mental health. Every 40 seconds, someone in our world dies by suicide, and Speak Your Mind is calling on world leaders to do something about this. This voice petition is a way of providing individuals with a way of doing this, and demonstrating the growing citizen demand for action.

With help from the Prime Minister of New Zealand, Jacinda Ardern; author and comedian, Stephen Fry; mental health advocate, Zak Williams; the Director General and Secretary General of Red Cross and Crescent Movement, Elhadj As Sy; Executive Director of UNICEF, Henrietta Fore; Secretary General of World YMCA, Carlos Sanvee, the cast of Emmy Award-winning musical Dear Evan Hansen and many others, we launched the Speak Your Mind voice petition. To watch the video, please click here.

GOALKEEPERS

Mental health was also a focus at the annual Bill and Melinda Gates Foundation’s Goalkeepers event for the first time, as we launched our mental health Accelerator. The purpose of the “Accelerators” is to help forge partnerships and innovation to deliver real progress towards the Global Goals.

WE ANNOUNCED PROGRESS IN THREE AREAS:
• An unprecedented global partnership between the Speak Your Mind campaign and HSBC, which will be rolling out a mental health education programme tailored to 238,000 people in 65 markets - equipping staff with the tools they need to talk more openly about mental health and get support. The programme has grown out of a conversation started by employees and two inspirational staff ambassadors shared their own mental health experience with us in New York. The bank will also support Speak Your Mind campaigners at a local level.

• The first-ever independent measurement, monitoring and accountability mechanism for global mental health, Countdown Global Mental Health 2030. This will deliver crucial, up to date mental health data within the Sustainable Development Goals framework.

• Thanks to the joint efforts of Sierra Leone campaigners and the Mental Health Coalition, the Government is reviewing the 1902 Lunacy Act, which has promoted the involuntary incarceration of people with mental health conditions. In October 2020, a new bill will be taken to parliament to vote on, guaranteeing the right of every citizen to mental health support.

The focus on mental health at the UN in September was a historic moment in the fight to ensure that everyone, everywhere has someone to turn to in support of their mental health.
Speak Your Mind (SYM) is the first ever multi-country, nationally-driven, globally-united campaign designed to catalyse greater action on mental health. The campaign is supporting people around the world to speak their mind to global leaders and join the fight for mental health for all.

The campaign was developed and launched in mid-2019 but has quickly spread far and wide. It is currently active in 15 countries: Argentina, Australia, Ghana, India, Indonesia, Kenya, Liberia, Nepal, Nigeria, Sierra Leone, South Africa, Tonga, US, UK and New Zealand, and is powered by United for Global Mental Health, with the generous support of a number of global partners including our Title Partner, HSBC.

WORLD MENTAL HEALTH DAY AND THE MUSEUM OF LOST & FOUND POTENTIAL

World Mental Health Day (WMHD) 2019 focused on suicide prevention. As previously mentioned, every 40 seconds, someone in our world dies by suicide. This harrowing statistic inspired us to take action, thus, SYM’s focus for WMHD was to promote the 40 second voice petition across our various channels of communication to the global audience.

During this time, 44 pieces of news coverage on SYM were published, including the Guardian, BBC Global Health, and TimeOut, reaching a potential audience of more than 479 million.

Furthermore, SYM’s website hosted over 10,000 visitors and the 40 second voice petition received more than 1,800 signatures. This public engagement was a success also thanks to our country partners and our global strategic partners who supported the petition on their communications platforms.
OTHER KEY POINTS

• HSBC’s films on Speak Your Mind reached almost 10 million people in the run up to World Mental Health Day - they saw a 71% increase in visits to their online wellbeing content which spiked around World Mental Health Day

• #SpeakYourMind trending on NYC Twitter during UNGA event and UNGA event live-streamed by UN

• 15 high-profile influencers/celebrities involved in global moments or campaign assets

• 404 posts and messages shared across Speak Your Mind Twitter, Facebook, Instagram and LinkedIn channels

Speak Your Mind campaigners marked World Mental Health Day across the globe with a variety of activities including:

TONGA
Youth groups and church leaders were involved in events and approximately 1,500 young people attended. Prisoners were also involved and composed their own song for mental health day. It was the first time that mental health conversations were had in church and the cardinal made a commitment to supporting Speak Your Mind and any mental health related activities in the future. The event was televised and streamed on Facebook, with 60,000 people tuning in.

NIGERIA
Campaigners in Nigeria planned 14 events throughout October including grassroots outreach such as stands in local markets to engage passers by in discussions about MH, as well as handing out information cards, and signposting to the support available from Mentally Aware Nigeria Initiative.

There have also been lectures on mental health at local universities, symposiums and a beach meet-up in Lagos for young Nigerians to talk about MH and suicide prevention.

INDIA
Both Indian campaign organisations, Mariwala Health Initiative and Sangath, hosted speaking engagements on World Mental Health Day with the Speak Your Mind 40 second call to action featuring highly in these activities. One of these speaking opportunities was at a conference organised by FICCI in India. Sangath partnered with TheWildcity, an online music magazine and community platform, and events company to curate mental health awareness information for the artists’ community in India. You can see the content here.

WORLD MENTAL HEALTH DAY AND THE MUSEUM OF LOST & FOUND POTENTIAL

Young people are an active part of our societies and should not be left out of speaking their minds! The #SpeakYourMind campaign in Nigeria propagates mental health awareness to children in schools and local communities.
UK
Mind, a leading mental health charity, recorded a 40 seconds of action voice petition video which featured their CEO Paul Farmer calling on all UK government departments to prioritise mental health.

INDONESIA
The SYM team, led by YAKKUM Rehabilitation Center and CBM, have launched the social media accounts for their branch of the SYM campaign: HELLO. The HELLO campaign was developed in the support workshop held in Bali workshop as a suicide prevention and awareness building campaign tapping into other organisations/institutions for people celebrating WMHD.

KENYA
Users and Survivors of Psychiatry and their partners organised a number of community events, including sports and dance. Senators attended and a government commitment was made to improve the provision of quality services and adopt a more rights-based approach to mental health.

GHANA
Campaigners hosted a community durbar on suicide prevention, a live television and radio broadcast of an expert panel and a quiz programme too.

LAUNCH OF THE MUSEUM OF LOST & FOUND POTENTIAL
The day prior to World Mental Health Day 2019, we opened a new exhibition revealing the stark and powerful representation of the potential that is lost across the world to people, families, communities, businesses and society due to neglected mental health and suicide. It doesn’t stop there, the exhibit also highlights the potential of everything that can be found when people receive the support they need.

The Museum shares interactive portraits of individuals from across 16 different countries. Together these poignant personal stories demand that more be done to support mental health across all aspects of our lives.

Suicide has led to tremendous worldwide loss. The WHO estimates the number of deaths by suicide at 800,000 across the world every year. This World Mental Health Day, the WHO wants to show that suicide is preventable. The Museum is a rallying cry to us all - it’s time for a mental health revolution.

Through video, sound, and real and imagined artefacts, visitors will be transported to lost and found chapters in the lives of the people whose stories are told in the museum. People lost to suicide and their loved ones are also featured. There is a focus throughout, on the importance of the world investing more in the evidence that can identify solutions that improve mental health.

At the launch of the Museum of Lost & Found Potential, we held a roundtable “ThinkIn” with Tortoise Media, discussing mental health experiences and a much-needed “action plan” for mental health worldwide. Participants included lived experience advocates and campaigners from India, Liberia, Nigeria, Australia, New Zealand, global mental health researchers, professionals and other leaders in the field.

Following the Think-In, a reception was held to inaugurate the exhibition. Author and mental health campaigner Scarlett Curtis spoke at the launch as did Professor Miranda Wolpert, who leads the Wellcome Trust’s Mental Health Priority Area. The museum was officially opened by people who have shared their stories in the museum and young leaders of the Speak Your Mind campaign from New Zealand and Nigeria, alongside António Simões, Chief Executive Officer of Global Private Banking for HSBC. The Bank recently announced the rollout of a mental health education programme to 238,000 employees across 65 markets, as part of a new partnership with the Speak Your Mind campaign.

Visitors to the museum were asked to ‘Speak Your Mind’ and add a message to the #SpeakYourMind #40seconds voice petition, being signed by people joining their voices together across the world to urge leaders to provide quality support in mental health so that everyone, everywhere can reach their full potential.

The Museum received a total of 848 visitors over the course of five days.

Below you will find some of their reflections left in the comment book:

“Love the level of honesty and transparency. The world needs to see this. It will save so many lives.”

“So impactful and resonating. It started a really difficult but much needed conversation with myself.”

“A very relatable exhibition. Very moving - not only objectively, but because I could see myself and my own story in so many of those whose objects are exhibited. Thank you.”
SYM countries have expressed a deep interest in hosting the Museum in their countries, stating it would be a good opportunity to get the public and policy makers involved in the campaign.

Some campaign organisations said it could lessen the stigma around mental health and more importantly, it could inspire and empower people with lived experiences.

Once again, we would like to thank those who shared their powerful stories with us for the Museum and beyond.

To learn more about the museum stories and reception, please see here. Please see here to access photographs of the Museum, including up-close photos of each artefact and personal story.
United for Global Mental Health conducted three surveys amongst all country campaign partner organisations at the end of 2019. The purpose of these surveys was to gather and assess feedback in order to improve UnitedGMH’s support and engagement with Speak Your Mind campaigners. It focused on activities carried out in 2019 while looking ahead to 2020.

All 19 organisations across all 15 countries took part in at least one survey. All 15 countries took part in the first survey while 12 took part in the following two surveys.

IMPLEMENTING SYM AND CAPACITY STRENGTHENING WORKSHOPS
Half of the countries reported being on track to achieve their campaign objectives with some countries already securing significant policy and legislative changes. All organisations that took part in a capacity strengthening workshop found them useful to their campaigning work. There was a suggestion that the workshops should include financing advocacy for mental health and another suggestion was to invite policy makers to attend the workshops.

"Really commendable work in bringing so many countries together and maintaining relationships across all of them!
- India"

"Thankful to the SYM campaign and all the team members at United for Global Mental Health for all your support and cooperation.
- Nepal"

"Appreciate the approach used to working with country campaigners in that they are allowed to champion the course of their country campaigns (bring out their key asks) and are then supported in and through the process.
- Sierra Leone"

PARTICIPATION TO GLOBAL EVENTS
Half of the respondents attended either the World Health Assembly in Geneva and/or the UN General Assembly in New York. They all stated being able to make meaningful connections while at these events except for one (6/7).

"Thank you for the opportunity to contribute to the World Health Assembly in Geneva. We were able to present our campaign at the WHA and get the support of influential members of parliament."
- India

"Thank you for the opportunity to present our campaign at the UN General Assembly in New York. It was a great platform to raise awareness about mental health and connect with other advocates from around the world.
- Nepal"

"The experience of participating in the UN General Assembly was invaluable. It allowed us to connect with other mental health advocates and policymakers and share our campaign plans.
- South Africa"
LEARNINGS

For future global moments, respondents suggested having more formal sessions for campaigners to connect and learn more about each other’s work; holding regional level events in the leading up of the global moments to allow consultations with other key stakeholders from the region and for UnitedGMH to share feedback after the events.

WORLD MENTAL HEALTH DAY
All countries except two integrated their activities for WMHD into their SYM campaigns and found doing so useful. The same proportion of respondents want to have both a local and global reach when celebrating WMHD.

FINAL COMMENTS AND SUGGESTIONS FROM RESPONDENTS
Overall, campaigners are glad to be part of SYM and see its added value on their national work, especially around opening up new opportunities and bringing the mental health community together. All countries reported being part of a global movement for mental health as one of the most helpful parts about participating in Speak Your Mind. Key comments included appreciation about the approach used to give the campaign leadership to countries, the quality of support and tools received from the campaign staff. There is a clear ask for more connections and networking with other campaigners, more spaces for information sharing across countries and for funding for countries that are unable to benefit from the Comic Relief fund.

The feedback gathered from these surveys is being used to inform the development of the 2020 Planning Meeting in Kenya, as well as the overall support we provide to countries going forward. UnitedGMH is devoted to transforming this feedback into action for the improvement of Speak Your Mind.

MUSEUM OF LOST & FOUND POTENTIAL
All countries reported being interested in hosting the Museum in their country except one, and a number of global partners. All of those who expressed interest think it will be a good opportunity to get the public and policy makers involved in the campaign. Some respondents said it could lessen the stigma around mental health and more importantly it can inspire and empower people with lived experiences.

"The progress so far with the campaign is highly commendable."
- Kenya

"It has been awesome to be a part of the campaign so far. I look forward to more interaction among country campaigners."
- Nigeria

"The campaign is quite good. It enhances the capacity of countries’ campaigners, provides a forum for effective networking and team approach to evidenced based campaigns and also provides opportunities to attend big events where with united voices policy makers are called upon to respond to key asks”
- Sierra Leone

LOOKING AHEAD

SPEAK YOUR MIND - ANNUAL REPORT 2019
SECOND SYM PLANNING MEETING, LAKE NAIVASHA, KENYA

Now that Speak Your Mind is underway with national plans and activities as well as global platform appearances, we have begun planning for our next annual global meeting to strategise the next phase of the nationally led and globally united campaign. The meeting will take place from 10-12 February in Naivasha Lake, co-hosted by our SYM partners Users and Survivors of Psychiatry-Kenya.

THE OBJECTIVES OF THIS MEETING WILL BE TO:

• Review progress and achievements from 2019, both at national and global level, to inform strategic planning for 2020 and 2021

• Develop partnership plans for 2020-2021 with all global partners

• Understand the global opportunities for progress in 2020, design and decide on the campaign’s collective global activities in 2020 (and beyond) with all country teams, global strategic partners and funders, and communications experts

• Strengthen capacity in coalition building, campaigning, communications and advocacy

• Provide an opportunity for country teams to meet representatives from global strategic partners and funders

This will be an exciting workshop-style planning meeting similar to last year’s Johannesburg meeting, with work-streams for country teams, global partners and communications experts to support our work together and to consolidate plans for the further development of the Speak Your Mind campaign.

EXPANDING SYM TO NEW COUNTRIES

We are currently in the process of reaching out to new partners in different countries to include in the Speak Your Mind campaign. We are focusing heavily on outreach to Latin American and Asian countries, where we need to expand our presence. Representatives from new countries will be joining us in Kenya, where we will announce their inclusion in SYM, introduce them to existing country partners, and build their campaign plans and objectives.

MUSEUM OF LOST & FOUND POTENTIAL

We have received a large number of requests to tour the museum and are now working on how and where it will tour next. Additionally, we are exploring the potential of an online version of the Museum.

RED CROSS AND RED CRESCENT

The 33rd International Conference of the Red Cross and Red Crescent took place from the 9-12th December 2019. The Conference adopted a resolution addressing MHPSS needs of people affected by emergencies; however, it has little accountability for states built in. Building on these resolutions, states can make pledges which are concrete, measurable, and action-oriented voluntary commitments. This is an important opportunity for SYM campaigners to work with the Red Cross/Red Crescent national society in 2020 to influence their governments to act on MHPSS.

WORLD HEALTH ASSEMBLY, UN GENERAL ASSEMBLY, AND WORLD MENTAL HEALTH DAY 2020

Speak Your Mind and its campaigners will once again have a presence at the following global moments: WHA, UNGA, and WMHD. Plans for how SYM can engage with these global moments will be discussed in the campaign Planning Meeting held in February 2020 in Kenya.

40 SECOND VOICE PETITION

The 40 Second Voice Petition still lives on, growing in numbers day by day. As these petitions accumulate, we will be collectively designing ways to deliver the thousands of voices to governments in order to spark policy change for better mental health. Creative ideas will be brainstormed in the Kenya Planning Meeting; each country will be able to deliver their petitions to their policymakers.
Mental ill health and its consequences have traditionally been seen as fringe issues concerning a select few in the wealthy nations of the global north. We know the truth is that mental health is a global issue - one that knows no geographic boundaries. The World Health Organization (WHO) estimates that 400 to 500 million people worldwide are now living with a mental health condition. However, it is in low- and middle-income countries (LMICs) where access to mental health care is drastically limited. Though LMICs constitute 85% of the world population, only a small proportion of those living in LMICs receive the mental health care they need. The WHO estimate that more than 75% of people affected by mental ill health in LMICs do not receive treatment.
This lack of care has a severe human impact. Suicide is the second leading cause of death among 15-29-year-olds, and mental ill health can severely impede the ability of individuals to manage the demands of day-to-day life.

On a broader scale, mental health conditions are estimated to cost the global economy US$ 16 trillion from 2010 to 2030, and also threaten progress in meeting the Sustainable Development Goals (SDGs) such as those relating to education and gender equality. Despite this huge cost to society, less than 2% of national health budgets are spent on mental health across the world. Furthermore, less than 1% of international development assistance for health is spent on mental health (see graph below).

The few international donators and philanthropists that are funding global mental health are predominantly funding research, and not service implementation or wider support for those who want it.

The graph below indicates funding for mental health as against comparator causes (Development Assistance for Health Database 1990-2015. Seattle, United States: Institute for Health Metrics and Evaluation (IHME), 2016).

ANNEX B: COUNTRY SUPPORT WORKSHOPS

NIGERIA

The first Speak Your Mind workshop was held in Lagos, Nigeria. We facilitated a participatory workshop on 10-12 May, to collaboratively design a people-powered advocacy campaign for mental health in Nigeria.

Participants
With 30+ stakeholders from 10+ partner groups, we collaboratively designed strategies and tactics for Nigerians to speak up to reduce stigma and call on their government to implement more funding, better systems, laws and policies to create a mentally healthy Nigeria.

Key Activities and Outcomes
Together, we generated more than 200 ideas, developed targeted calls to action to activate key audiences, forged multi-stakeholder relationships, built capacity in campaigning skills, and designed concrete partner action plans ready for launch in May.

Campaign Launch
Two weeks after the workshop, the Nigerian campaign team held a walk for mental health to launch the Speak Your Mind Nigeria Campaign. The walk was held over 7 states and had more than 1200 participants, announcing the campaign as well as some of its goals.

The SYM Campaign
The Nigerian team set out the following expectations for their campaign:

- Improved political will and funding to scale up Mental Health services
- Improved legislation and policy implementation in line with UN CRPD & WHO Quality Rights kit
- Reduction in the abuse of the rights of persons living with mental health conditions and a recognition/acknowledgement of their human rights
- Decreased stigma and discrimination against mental health and related issues as well as persons living with mental health issues, caregivers and care-giving facilities.
- Increased mental health literacy and education across schools, workplaces, religious institutions, and local community groups
- Proper media education across all sectors on reporting and representation of mental health
- Compel all governments, and relevant stakeholders to ensure mental health prevention, care and service delivery activities are integral to the policy and practice of Universal Health Coverage (UHC)
- Work together with the government and other relevant stakeholders to deliver the UN Sustainable Development Goals (SDGs) as well as facilitate the inclusion of Mental Health in the NCDs (Non-Communicable Diseases) discussion in Nigeria
Many thanks to Victor Ugo, Ifedayo Ward and the rest of the team at Mentally Aware Nigeria and Mandate Health Empowerment Initiative for helping to organise this successful workshop!

SIERRA LEONE & LIBERIA

More than 50 advocates participated in a workshop in Freetown on 5-7 June 2019, to build capacity, skills, partnerships and activation plans for the mental health campaign in Sierra Leone and Liberia.

Participants

Co-organised with Mental Health Coalition - Sierra Leone, the workshop was launched with speeches from the Deputy Health and Sanitation Minister, Dr Jalloh (one of two psychiatrists in the country), and MP Bernadette Wuyatta Songa.

They each spoke about the importance of addressing mental health needs in the country and gave their support for Speak Your Mind.

With diverse stakeholders from media, civil society, mental health workers, and people with lived experience, we collaboratively created campaign plans to call on the government to implement inclusive laws, more funding, better systems, and policies for mental health.

Key Activities and Outcomes

Together, we generated more than 400 ideas, developed targeted calls to action to activate key audiences, forged multi-stakeholder relationships, built capacity in advocacy skills, and drafted grant proposals to fund the campaign.

The impact of the workshop and the media coverage it generated contributed to the launching of the Mental Health Policy and Strategic Plan for 2019 to 2023 just a week after the workshop.

- Joshua Duncan, Programme Manager, Mental Health Coalition - Sierra Leone

The approach employed in generating the key asks by us and for us is quite unique. How I wish we could have such programs annually.

- Abdul Bangura, Traditional Healers Union

Thanks to Speak Your Mind and the [Mental Health] Coalition for such an eye opening event, My approach to advocacy and campaigning is being redefined to meet the required context. I will be a better advocate after this session.

- Billah Watch (Member Organization of the Mental Health Coalition - Sierra Leone)

NEPAL

The third workshop was held in Godavari, Nepal from 2-4 July 2019, to collaboratively design a people-powered advocacy campaign for mental health.

Participants

Together with 50+ participants, including many leaders with lived experience, we designed strategies and tactics for Nepalis to speak up and advocate for better systems, laws and policies for mental health in their country. Campaigners were joined by Dr. Basu, mental health focal point for the government of Nepal and featured active participation of many people with lived experience, as well as leaders from UMN, UNICEF, WHO, World Bank, Save the Children, MCC, CMC, Nepal Disabled Women Association (NDWA), Nepal Disabled Human Rights Centre (DHRC), National Human Rights Commission, and many more.

Key Activities and Outcomes

We created more than 400 ideas, crafted targeted calls to action to activate key audiences, built capacity in advocacy skills, designed action plans, and forged lasting relationships of trust and partnership to carry us forward.

The SYM Campaign

We are really inspired by the scale of ambition demonstrated by our Nepali campaigner’s team, who in line with the broader goals of the Speak Your Mind campaign are asking their government to:

• Adopt and implement a national suicide prevention strategy and immediate action plan
• Develop and Implement National Mental Health strategy in line with WHO multi-sectoral action plan 2013-2020 and UNCRPD

• An integrated mental health system at federal, provincial and local government levels

• Equal human rights and humane treatment of people with mental health conditions

• Allocate at least 5% of the health budget for mental health

• Guarantee 50% of funding for participation of women

• Ask international development partners to prioritise mental health in their programs

• Assign independent functional mental health mechanism and focal points at federal, provincial & local levels

Many thanks to Matrika, Suraj, Susmeera and their teams at KOSHISH, TPO Nepal and Women’s Group for Disability Rights for helping with a very successful workshop!

GHANA
We facilitated a participatory workshop on 23-25 July 2019, to design a people-powered advocacy campaign for mental health in Accra, Ghana.

Participants
Together with 30+ participants, including many people with lived experience, we designed strategies and tactics for supporters to speak up and advocate for better systems, laws and policies for mental health in Ghana.

Key Activities and Outcomes
We created more than 250 ideas, focused on communication strategies for public mobilisation, shared stories of lived experience, and enhanced key partner relationships for advocacy. The workshop was hosted by BasicNeeds Ghana, supported by UnitedGMH, and we are grateful for their hard work in planning the workshop.

The SYM Campaign
1. To enhance public knowledge and awareness on mental health across the 16 capital towns of Ghana and amplify the voice of at least 200 (100 female) mental health service users and carers advocating for their needs and rights in Ghana.

2. Parliament to approve the Legislative Instrument of the Mental Health Law (Act 846, 2012) and the government to implement it.

3. Government of Ghana to establish a ‘Mental Health Fund’ with a budgetary allocation as provided for in the Mental Health Act and at least 50 million Ghana Cedis (about GBP £8.3 million) funding from the government and donors for community mental health in Ghana by 2020
ASIA-PACIFIC

Participants
Speak Your Mind campaigners from five countries around the Asia-Pacific region came together in Indonesia in late August to work on planning their campaigns, and cross-country learning. Countries attending the workshop included Australia, Indonesia, India, New Zealand and Tonga.

Key Activities and Outcomes
The teams came together to build out their campaign plans, share knowledge and develop their communication content. Each individual country team left the workshop fired up and ready to call for action with a personalised theory of change, clear campaign objectives, and a resourcing and M&E plan.

Emrhan Sultan from Orygen in Australia explains...

"My hope is to close to gap for Aboriginal + Torres Straight Peoples, and to ensure mental health is supported so that no child, woman or man goes through mental ill health alone.

If you want to invest in human development, we urge you to prioritise a better mental health system and its implementation...

Said the representatives from Indonesia including Bangun Aceh, YAKKUM and Well-Being Shelter.

Sweta Pal from Sangath in India hopes that...

"This global movement to amplify and unite stories of lived experiences will enable us to create a future where every young Indian feels empowered to talk about their mental health without fear or judgement and is able to access and receive affordable and appropriate mental health care, and know that they are not alone.

It’s clear each country has its own challenges, it is motivating and empowering to know we all share the same vision and can work towards it together, said Jenya from Batyr in Australia. By connecting with our regional neighbours, we have the opportunity to share and learn best practice in our corner of the globe to improve mental health for all...

Concluded Lisa Sweeney from Australians for Mental Health.

The team attending the workshop and leading the Speak Your Mind campaign in Tonga, Leonaitasi Hoponoa says...

"It is time to end the tsunami of ignorance and inaction in mental health in the Asia-Pacific region.

ANNEX